



# Example of Marketing Campaign Specialist Job Description

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Our innovative and growing company is looking for a marketing campaign specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing campaign specialist

- Manage budget and PO process for division
- Assist team in trade show and event management including handling logistics around the event from schedule coordination, exhibit materials, giveaways
- Maintain Marketing calendar in partnership with other Marketing program managers
- Prepare weekly status reports monthly management reports
- Continually optimize through A/B and multivariate testing
- Work with various groups from pricing, IT, WT, network, channel, hardware, customer ops, brand, legal and finance
- Work with project teams to deliver strategic recommendations and marketing programs
- Multi-task, multi-task, multi-task
- Ensure all comms, inc in-life, provide information in a clear and jargon-free way
- Define, develop, and execute base marketing campaigns from end to end (includes opportunity sizing, targeting, segmentation, creative review, and post mortem analysis) to accelerate sales within the wireless base

## Qualifications for marketing campaign specialist

- Minimum 5-7 years' experience in Marketing and Marketing Communications
- Demonstrated experience with Any of the marketing automation platforms

- Demonstrated success in developing and launching campaigns on time and on budget that deliver results
- Proven experience in measuring and reporting marketing campaign results
- 2-5 years hands-on experience using a marketing automation platform- Eloqua or Marketo strongly preferred